

MINUTES
MALIBU CITY COUNCIL
SPECIAL MEETING
APRIL 12, 2003
COUNCIL CHAMBERS
10:00 A.M.

CALL TO ORDER

Mayor Jennings called the meeting to order at 10:10 a.m.

ROLL CALL

The following persons were recorded in attendance by the Recording Secretary:

PRESENT: Mayor Jeffrey Jennings, Mayor Pro Tem Ken Kearsley, Councilmembers Sharon Barovsky, Joan House and Andrew Stern.

ALSO PRESENT: Katie Lichtig, City Manager and Lisa Pope, City Clerk

APPROVAL OF AGENDA

MOTION Mayor Pro Tem Kearsley moved and Councilmember Stern seconded a motion to approve the agenda. The motion carried unanimously.

REPORT ON POSTING OF AGENDA

City Clerk Pope reported that the agenda for the meeting was posted on April 10, 2003.

FLAG SALUTE

Norm Haynie led the Pledge of Allegiance.

ITEM 1 OLD BUSINESS

A. Presentation of Vision 2020 Proposal

Staff recommendation: 1) Receive presentation from guest speakers on how similar programs worked in various communities; and 2) adopt a budget alternative.

City Manager Lichtig indicated Rich Davis and the 2020 Committee would present the proposal.

Rich Davis provided an overview of the Vision 2020 process. He explained that representatives from other cities would discuss their experience with visioning processes. He indicated the committee would also discuss the proposed cost. Mr. Davis introduced Paul Freeman.

Paul Freeman, Former Mayor, Laguna Beach, provided an overview of the Laguna Beach community. He stated one value of a visioning process was to

obtain information and provide public education. He stated the process reinvigorated the public interest. He stated it was important, if the Council decided to enter the visioning process, to relinquish control and allow the community to create the vision. He discussed the results of the vision process in Laguna Beach. He suggested opinion research be done. He indicated the visioning process in Laguna Beach was very productive.

Mayor Jennings asked how to keep the process from being captured by the “usual suspects.” He also asked how to maintain the continuity between successive Councils. Mr. Freeman suggested the Council take care in appointing a steering committee. He stated the Laguna Beach committee took the attitude that they were facilitating and empowering various community groups to create the vision. He suggested the approach be specifically articulated to establish integrity and consistency between goals and objectives. He stated it was necessary to make a diligent effort to reach out to the population at large and include individuals with relevant experience and expertise.

Councilmember Stern asked the initial reaction of the Laguna Beach community when funds were allocated for the visioning process. Mr. Freeman stated mixed reactions were received. He explained that professionalism alleviated concerns.

Councilmember Barovsky asked whether some of the expertise came from City staff. Mr. Freeman explained that a City planner and Deputy City Manager participated in the process. Councilmember Barovsky asked the City of Laguna Beach’s budget and population. Mr. Freeman stated Laguna Beach’s General Fund was approximately \$32 - 34 million and the city’s population was 32,000. Councilmember Barovsky discussed the City of Malibu’s General Plan process. She questioned whether the General Plan could be utilized to reduce the visioning process costs. Mr. Freeman stated it was necessary to utilize the City’s General Plan and Municipal Code, along with community input, throughout the visioning process.

Mr. Davis introduced Carl Morehouse.

Carl Morehouse, City of Ventura Councilmember and County of Ventura Planner, provided an overview of the City of Ventura Seize the Future planning process. He discussed the background of the City of Ventura community. He discussed the difference between visioning and the City’s General Plan. He indicated the cost of the vision process was approximately \$250,000. He suggested planning a kick off event to start the process. He stated it was necessary to keep the final report alive, possibly allow for a minority report, and make sure people have a sense of belief and ownership. He discussed the Southern California Association of Government (SCAG) visioning effort and stated a meeting would be held on April 24, 2003 in Ventura. He indicated additional information was available at www.socalcompass.org.

Mayor Pro Tem Kearsley discussed skepticism within the community based on previously shelved tactical plans. He asked how to ensure the established vision was not lost. Mr. Morehouse explained the requirements for staff to utilize the vision.

Mr. Freeman suggested including the vision in the annual budget process. He discussed Laguna Beach's new resident program.

Mayor Jennings asked if Mr. Morehouse would suggested nonpolitical members be included on the committee. Mr. Morehouse discussed his involvement as a professional in the visioning process.

Mayor Jennings asked what portion of the changes in Ventura over the past 10 years was based on the vision process. Mr. Morehouse stated the majority of recent development was not yet based on the visioning process. He explained that the Downtown Revitalization was included in the vision process.

Mayor Jennings asked Mr. Morehouse to describe how the vision relates to Coastal requirements. Mr. Morehouse stated the process clarified roles and responsibility. He stated cooperation by the Coastal Commission was necessary.

Mayor Jennings asked if grant funds were available for visioning processes. Mr. Morehouse and Mr. Freeman indicated they were not aware of grant funding.

Mr. Davis provided a statement by Hal Conklin, Former Mayor of Santa Barbara, who was unable to attend the meeting. He discussed the proposed budget alternatives and presented a proposed budget schedule.

Fred Droz explained the process for establishing the proposed budget.

Councilmember Barovsky asked if Mr. Morehouse would recommend venturing into a visioning process with a contentious development agreement before the City. Mr. Morehouse stated the City needed to determine what was driving the City's need for visioning. He stated Ventura used the visioning process as a precursor to its General Plan update. He suggested holding off until the contentious development agreement was complete.

In response to Mayor Pro Tem Kearsley, Mr. Droz explained the proposed use of graduate students in the process.

Councilmember Barovsky discussed the potential conflict with utilizing Pepperdine students based on Pepperdine's ownership of land in the Civic Center. Mayor Pro Tem Kearsley explained that graduate students would be utilized to conduct research. Councilmember Barovsky stated use of Pepperdine students

may create a negative perception amongst the community. Mr. Droz discussed the criteria used to maintain integrity.

Mr. Davis discussed the first phase of the proposed process.

Harold Green expressed his interest in participating in a vision program and long range planning. He discussed his background in long range planning. He discussed his interest in planning a Chumash cultural center in Malibu. He offered his services in the vision process.

Norm Haynie discussed the difficulty in obtaining consensus on goals and objectives. He stated the concept of equity and fairness needed to be high on the list of priorities.

Mayor Jennings suggested discussion of funding for a visioning process be put off until the next Quarterly City Council meeting on April 30, 2003.

Councilmember House suggested the matter be reviewed by the Administration and Finance Subcommittee prior to the Quarterly City Council meeting.

Mayor Pro Tem Kearsley explained that the vision process was long range planning. He stated long range strategic planning was critical.

MOTION Councilmember House moved and Councilmember Stern seconded a motion to continue the matter to the Quarterly City Council meeting on April 30, 2003, with the Administration and Finance Subcommittee reviewing the matter prior to the Quarterly meeting. The motion carried 4-1, Mayor Pro Tem Kearsley dissenting.

ADJOURN At 11:58 a.m., Councilmember Stern moved and Mayor Jennings seconded a motion to adjourn. The motion carried unanimously.

Approved and adopted by the City Council of
the City of Malibu on May 27, 2003.

JEFFREY D. JENNINGS, Mayor

ATTEST:

LISA POPE, City Clerk
(seal)